SERO

Army Performance Improvement Criteria - APIC Training Module 24

"Category 7 – Results"
The Details of the Criteria

Category Seven: Results

- This week's TMT continues the details of APIC with Category Seven – Results, item 7.2.

- We encourage you to keep and consolidate these training modules for future reference.

Category Seven: Results

SERO

- The Results Category examines your organization's performance and improvement in all key areas - product and service outcomes, customer satisfaction, financial and marketplace performance, human resource outcomes, operational performance, and leadership and social responsibility. Performance levels are examined relative to those of competitors, and other organizations providing similar products and services.

- The Results Category is comprised of six "Key Performance Areas" that we refer to as KPAs.

  7.1 - Product and Service Outcomes
  7.2 - Customer-Focused Outcomes
  7.3 - Financial and Market Outcomes
  7.4 - Human Resource Outcomes
  7.5 - Organizational Effectiveness Outcomes
  7.6 - Leadership and Social Outcomes

Category Seven: Results

SERO

7.2 addresses: What are your Customer-Focused Outcomes?

- It asks us to summarize our organization's customer-focused results, including customer satisfaction and customer perceived value. It also asks us to segment our results by product and service types and groups, customer groups, and market segments, as appropriate. Also, to include appropriate comparative data.

- Customer-Focused Results (7.2) has one section (areas to address) that ask us to provide data and information to answer questions related to:

  - 7.2a. Customer-Focused Results

Category Seven: Results

SERO

7.2a. Customer- Focused Results questions ask:

(1) What are your current levels and trends in key measures or indicators of customer satisfaction and dissatisfaction? How do these results compare with the customer satisfaction levels of your competitors and other organizations providing similar products and services?

(2) What are your current levels and trends in key measures or indicators of customer-perceived value, including customer loyalty and retention, positive referral, and other aspects of building relationships with customers, as appropriate?

Category Seven: Results

SERO

We ask that you look over each of these questions and establish in your mind or on paper what you think the answers are.

These will be similar questions that you will be asked during the APIC/ACOE On-Line Survey later this summer or fall.

SERO

More Information about the Army Performance Improvement Criteria and the "APIC" website can be found at:

www.hqda.army.mil/leadingchange/